

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion, Genève	Academic Year: 2024-2025
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Business Agility for Digital Transformation
4. Code	31002
5. Type of education	<input checked="" type="checkbox"/> X Bachelor Master MAS DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	
8. Teaching language	English <input type="checkbox"/> Other : <input checked="" type="checkbox"/>

<p>9. Objectives</p>	<p>About agility Agility is a concept that is very often referred to (in the corporate world, in the media, etc.) but not always implemented or used in a way that it's full potential to create Business Value and Organisational Efficiency is captured .</p> <p>Why this course The purpose of this course is to learn how to use different aspects of business agility to ensure successful digital transformations.</p> <p>What we will learn We will learn how to design and develop an inovative product according to the agile mindset, and how to manage it from both an organizational and individual standpoint, studying different management styles and different cultural environments. We will also learn how to manage system-change , psychological and social defenses against new ways of working, how to influence the organisation's culture and adress "wicked problems" in the context of Agile Digital Transformations.</p> <p>How we will proceed The learning will be based on a mix of theory, interactive discussions, and exercises, and will have a strong component of teamwork. We will tackle those changes by:</p> <ul style="list-style-type: none"> • Including the five pillars of digital transformation: technical aspects, customer experiences, positioning on the market, processes, and people in our studies and exercises • Focusing on two frameworks: Scrum® and Kanban® to articulate our work • Explore and Discover the psychological dynamics of change, leadership and management, at individual, group and organisational level. • Understanding underlying drivers of organisational culture, behavior values and belief systems. • Learnign how to use tools and methods to tap into collective intelligence, retrieve knowledge that is out of awareness, and harness the value of the full human experience of work. • Learning about digital product lifecyles and working on real case scenarios
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<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>General themes are:</p> <ul style="list-style-type: none"> • Introduction with first steps for business analysis and project management • Business agility: definitions, principles, and frameworks • A perpetually changing business environment driven by digital innovation and how to manage such changes • Organizational alignment to ensure digital transformation • Management styles • Practise including AI components like GPT and LLM to deliver faster an innovative product • Psychology of Roles & organisational dynamics • Socio-anlytical methods and associative unconscious • Psychology of change, transition & resistance • Organisational Culture and organisaitonal development
<p>11. Evaluation</p>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • Exam: 30% • Report and presentation on an agile organization – 30% • MCQ - 20% • Organisational & Culture Change Initiaitve Design. Group workshop - 20 %
<p>12. Remediation/repetition</p>	<p><input type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam. No remediation</p>
<p>13. Coordinator / main instructor</p>	<p>Lead: Vincent Bertin Support lecturer: Victor Svensson</p>

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14. Level	Basic module Advanced module <input checked="" type="checkbox"/> Specialized module Other:						
15. Characteristics	<input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)						
16. Type	<input checked="" type="checkbox"/> Main module Module linked to main module Optional module Other:						
17. Time organization	<table border="0" style="width: 100%;"> <tr> <td style="width: 33%;"><input checked="" type="checkbox"/> Module over 1 semester</td> <td style="width: 33%; text-align: center;">Module over 2 semesters</td> <td style="width: 33%;"></td> </tr> <tr> <td style="text-align: center;">Spring semester</td> <td style="text-align: center;"><input checked="" type="checkbox"/> Fall semester</td> <td style="text-align: center;">Other</td> </tr> </table>	<input checked="" type="checkbox"/> Module over 1 semester	Module over 2 semesters		Spring semester	<input checked="" type="checkbox"/> Fall semester	Other
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